



# **CITY OF SANTA BARBARA**

## **COUNCIL AGENDA REPORT**

**AGENDA DATE:** July 13, 2010

**TO:** Mayor and Councilmembers

**FROM:** Administration Division, Finance Department

**SUBJECT:** Community Promotion Contract With The Santa Barbara Conference  
And Visitors Bureau And Film Commission

### **RECOMMENDATION:**

That Council authorize the Finance Director to execute the Fiscal Year 2011 Community Promotion contract with the Santa Barbara Conference and Visitors Bureau in an amount of \$1,349,535 for the term of July 1, 2010, through June 30, 2011.

### **DISCUSSION:**

The adopted Fiscal Year 2011 budget includes \$1,349,535 in Community Promotion funding for the Santa Barbara Conference and Visitors Bureau and Film Commission. The term of the contract covers the period of July 1, 2010, through June 30, 2011.

This contract will help support the expenses of administration, advertising, consumer and trade information services, public relations, sales, and the Film Commission.

**PREPARED BY:** Jennifer Hopwood, Executive Assistant

**SUBMITTED BY:** Robert Samario, Interim Finance Director

**APPROVED BY:** City Administrator's Office